Business Intelligence Analysis Report for QSR

# 1. Executive Summary

This report summarizes the financial performance, business optimization, and budgeting analysis of based on data-driven insights derived from PowerBI visualizations. The dashboard provides crucial insights into sales trends, profitability drivers, SKU performance, and budget optimization strategies.

# 2. Objective

The goal is to provide actionable insights for business owners to optimize financial performance, streamline operations, and improve decision-making through data analytics.

# 3. Data Sources and Methodology

Data Sources: Historical sales data, SKU performance, budget vs. actual financial metrics, and geographical data.  
Analysis Tools: PowerBI was used to create visualizations that summarize the financial and operational performance.  
Key Metrics: Sales trends by category and location, Gross Profit, EBITDA, PAT, and SKU contribution, Pareto analysis for most profitable SKUs.

# 4. Financial Performance Overview

Total Sales: The dashboard highlights overall sales across various timeframes, showcasing year-over-year (YoY) growth and category-wise performance.  
Category and Location Sales: Breakdown of sales performance by category and location using geographical maps and bar charts.  
Insight: Categories A, B, and C account for the majority of revenue, with Location X showing the highest profitability.  
YoY Change: Key financials such as Sales, Gross Profit, EBITDA, and PAT displayed with YoY change for better trend analysis.

# 5. Optimization of Business

Top Categories by Gross Profit: A scatter plot in the dashboard identifies the top categories in terms of revenue and gross profit.  
SKU Contribution: Pareto analysis reveals that 20% of SKUs contribute 80% of revenue, allowing business owners to focus on high-performing products.  
Gross Profit vs. Volume: Dynamic charts comparing gross profit and volume trends highlight the most efficient products and categories.

# 6. Financial Planning and Budgeting

Actual vs. Budget Analysis: PowerBI dashboard presents comparisons between actual and budgeted performance for business drivers such as Sales, EBITDA, and PAT.  
Cost Analysis: Breakdown of COGS, packaging, and marketing costs is depicted in trend lines to monitor cost efficiency over time.

# 7. Pareto and Quadrant Analysis

Quadrant Analysis: Used to identify subcategories and locations with the highest contribution to sales and gross profit.  
Pareto Analysis: Emphasizes the most profitable 20% of SKUs that drive the majority of revenue, helping streamline inventory management.

# 8. Actionable Insights and Recommendations

SKU Optimization: Focus on top-performing SKUs identified through Pareto analysis to maximize profitability.  
Geographical Expansion: Invest in high-performing locations, while reassessing underperforming regions.  
Cost Management: Tighten cost controls based on cost analysis.  
Budget Accuracy: Refine forecasting methods based on actual vs. budget analysis to enhance planning accuracy.

# 9. Conclusion

This report provides key insights into financial health and business optimization. By leveraging data-driven analytics, the company can enhance profitability, streamline operations, and make more informed decisions.